



Resource Brokerage, LLC Joins The Marketing Alliance, Inc.

FOR IMMEDIATE RELEASE

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Pittsburgh, PA (October 11, 2003) In the first 90 days after joining the Marketing Alliance (TMA) in mid-July 2003, Resource Brokerage LLC, A Rippinger Financial Group Company, is getting fully integrated and is already seeing benefits.

A Schaumburg, IL based firm, Resource Brokerage's Life & Annuity Division, serves independent brokers with virtual one-stop service. Here they'll find over 90 years of business experience, 24-hour turnaround for impaired risk, intense new business follow-up, an extended selection of products to serve a broad range of sales situations, including offerings from 23 companies for brokers needing life and annuity answers. In addition, the agency also offers Group Health, Individual Health, and Long Term Care divisions to round out their offerings.

This partnership between Resource Brokerage and The Marketing Alliance is a natural, since both organizations emphasize the strength of working together while supporting the idea of independent producers and the value they bring to consumers and the industry. This is exemplified through high compensation programs, the use of advanced technology and incentive programs, the ability to earn rewards, and through shared resources.

Michael Walls, Director of Resource Brokerage's Life & Annuity Division, recently expanded on this idea by saying "We value the relationship with TMA for the benefits and economies available from their network, their processing center and their value-added programs. We know that independent producers are looking for products, services and the highest compensation, and we're delivering it through a single point of contact that benefits everyone."

Incorporated in 1996, The Marketing Alliance, Inc. is a comprehensive, independent general agent support network. Presently made up of 139 distributors, The Marketing Alliance allows its member distributors to share in the economic benefits of pooled resources for increased revenue. Services, which are not cost effective or affordable individually, become reality through economies of scale, shared cost of services, software applications and industry expertise; delivering significant benefits to general agents, agents and the end-consumer.

TMA stock is traded in the "pink sheets" (www.pinksheets.com) under the symbol "MAAL.PK". These shares may be purchased/sold through any broker, or through a market-maker in TMA stock, Robotti & Company (Ken Wasiak) e-mail: wasiak@robotti.com, fax: (212) 986-0816, or phone: (212) 986-4800